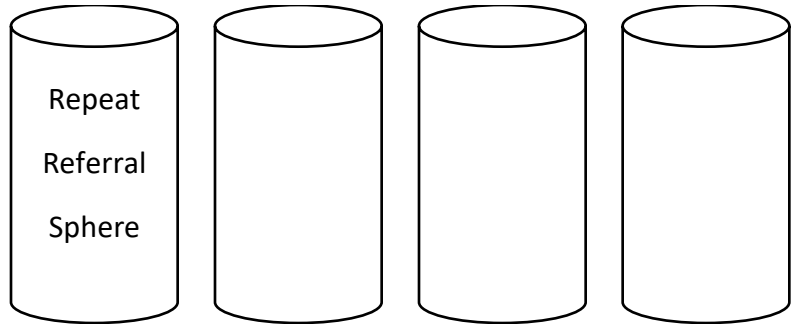


Real Estate Business Goal Setting

Examples

- Client events
- Facebook
- LinkedIn
- Instagram
- Door Knocking
- Open Houses
- FSBOs
- Expireds
- Seminars
- Investors
- Direct Mail
- SEO/Blog
- YouTube
- Landlords
- Renters
- Agent Referrals
- Builders
- REO
- Relo
- PPC
- Portals
- Purchased Databases

4 PILLARS OF YOUR BUSINESS



Gross Yearly Commission Goal:

Average Sales Price

Average Commission %

Average Commission (**B*C**)

of Transactions (**A / D**)

Average Conversion Rate

Total Leads (**E / F**)

Leads / Week (**G / 48***)

Weekly Lead Generating Activities

Fill in tasks with numbers. Example: 4x open houses, 2x blog posts, 50x Expired, etc

Instructions: Select 4 prospecting methods you will *exclusively* focus (Repeat, Referral, and Sphere should ALWAYS be a pillar). Fill your gross commission goal under each pillar. Your goal is that *every* pillar will, by itself, meet your goal. If one pillar fails, you still have other pillars working.

Work backwards from the goal using the assumptions and math steps outlined. How many leads do you need each week to hit your goal? Finally, fill in action items that will earn the number of leads.

Fill in a weekly development goal: business dev (working *on* your business instead of *in* it) and professional (reading, education, etc).

Check weekly that you've completed your action items. Check the box if you earned your target number of leads. If not, consider modifying your lead generation activities.

| | | | |
|--|---------------------------------------|---------------------------------------|---------------------------------------|
| A | A | A | A |
| B | B | B | B |
| C | C | C | C |
| D | D | D | D |
| E | E | E | E |
| F | F | F | F |
| G | G | G | G |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| COMPLETE? <input type="checkbox"/> | COMPLETE? <input type="checkbox"/> | COMPLETE? <input type="checkbox"/> | COMPLETE? <input type="checkbox"/> |
| Business Development Professional Development | | <input type="checkbox"/> | |
| | | <input type="checkbox"/> | |